



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

## Contract # 330124

**Schedule Dates** 10/22/12-10/28/12  
**Advertiser** Cowell for North Carolina Treasurer (9687)  
**Agency** Media Strategies & Research (1583)  
**Product** Political - State Candidate (1071)  
**Brand** POLITICAL (28001)  
**Salesperson** Wade, Dave (1546)  
**Sales Office** WSOC-TV  
**Buyer Name** Collins, Suzanne  
**Phone/Fax** (303) 989-4700 /  
**CPE** 11781  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 09/05/12  
**Last Modified** 09/05/12  
**Entered By** Dave Wade  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,251.50  
**Net Total** \$46,758.50  
**Sales Tax**

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	53	\$55,010.00
<b>Grand Total:</b>	<b>53</b>	<b>\$55,010.00</b>

Media Strategies & Research  
1580 Lincoln Street  
Suite 510  
Denver, CO 80203-1907

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	5A- 5:30A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)		9/5/12
2.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	5:30A- 6A (EST)		1		1		1			3	\$425.00	\$1,275.00	Charlotte (WSOC)		9/5/12
3.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	6A- 7A (EST)			1		1				2	\$1,175.00	\$2,350.00	Charlotte (WSOC)		9/5/12
4.0	Normal Line / Spot	10/22/12-10/26/12	4	:30	7A- 8A (EST)		1	1	1	1	1			5	\$1,075.00	\$5,375.00	Charlotte (WSOC)		9/5/12
5.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	7A- 8A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		9/5/12
6.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	9A- 10A (EST)						1			1	\$245.00	\$245.00	Charlotte (WSOC)		9/5/12
7.0	Normal Line / Spot	10/22/12-10/24/12	5	:30	10A- 11A (EST)		1		1					2	\$375.00	\$750.00	Charlotte (WSOC)		9/5/12
8.0	Normal Line / Spot	10/23/12-10/23/12	5	:30	12P- 1P (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)		9/5/12
9.0	Normal Line / Spot	10/25/12-10/25/12	6	:30	1P- 2P (EST)					1				1	\$265.00	\$265.00	Charlotte (WSOC)		9/5/12
10.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	3P- 4P (EST)		1	1	1	1	1			5	\$265.00	\$1,325.00	Charlotte (WSOC)		9/5/12
11.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	4P- 5P (EST)						1			1	\$600.00	\$600.00	Charlotte (WSOC)		9/5/12
12.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	5P- 5:30P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		9/5/12
13.0	Normal Line / Spot	10/23/12-10/25/12	4	:30	5:30P- 6P (EST)			1	1	1				3	\$1,300.00	\$3,900.00	Charlotte (WSOC)		9/5/12
14.0	Normal Line / Spot	10/22/12-10/26/12	4	:30	6P- 6:30P (EST)		1	1	1	1	1			5	\$1,500.00	\$7,500.00	Charlotte (WSOC)		9/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Charlotte, NC 28206-2700

Media Strategies & Research  
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**Charlotte (WSOC)**

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<b>Grand Total:</b>	<b>53</b>	<b>\$55,010.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	7P- 7:30P (EST)		1	1	1		1			4	\$850.00	\$3,400.00	Charlotte (WSOC)		9/5/12
16.0	Normal Line / Spot	10/23/12-10/25/12	5	:30	7:30P- 8P (EST)			1		1				2	\$850.00	\$1,700.00	Charlotte (WSOC)		9/5/12
17.0	Normal Line / Spot	10/22/12-10/22/12	6	:30	8P- 10P (EST)		1							1	\$4,800.00	\$4,800.00	Charlotte (WSOC)		9/5/12
18.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	10P- 11P (EST)			1						1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		9/5/12
19.0	Normal Line / Spot	10/24/12-10/24/12	6	:30	10P- 11P (EST)				1					1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		9/5/12
20.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	8P- 9P (EST)						1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		9/5/12
21.0	Normal Line / Spot	10/22/12-10/26/12	4	:30	11P- 11:35P (EST)		1	1	1	1	1			5	\$1,200.00	\$6,000.00	Charlotte (WSOC)		9/5/12
22.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	11P- 11:35P (EST)								1	1	\$1,300.00	\$1,300.00	Charlotte (WSOC)		9/5/12
23.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	11:35P- 12:05A (EST)		1	1	1	1	1			5	\$500.00	\$2,500.00	Charlotte (WSOC)		9/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Contract: ~~330124~~  
330124

Agency: -1583  
Adv. - 9687



## Station Order Revised Cowell for Treasurer

**Market:** Charlotte-Gastonia-Rk Hill

Estimate ID

**Flight Dates:** Monday, October 22, 2012 to Sunday, October 28, 2012

11781

**Contact:** Dave Wade

**Phone:** 704-338-9999

**Email:** Dave.Wade@wsoc-tv.com

**Fax:** 704-335-4944

**Direct:** 704-348-4633

### WSOC-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
WSOC 5a News	EM	M-F	\$425.00				1				1
5:00 AM 5:30 AM		30	\$425.00								
Highly pre-emptible at LUR per WSOC. Move to S3											
WSOC 5:30a News	EM	M-F	\$425.00	1		1		1			3
5:30 AM 6:00 AM		30	\$1,275.00								
Highly pre-emptible at LUR per WSOC. Move to S3											
WSOC 6a News	EM	M-F	\$1,175.00		1		1				2
6:00 AM 7:00 AM		30	\$2,350.00								
Highly pre-emptible at LUR per WSOC. Move to S2											
Good Morn America	EM	M-F	\$1,075.00	1	1	1	1	1			5
7:00 AM 8:00 AM		30	\$5,375.00								
Highly pre-emptible at LUR per WSOC. Move to S2											
Saturday 7a News	EM	Sa	\$225.00						1		1
7:00 AM 8:00 AM		30	\$225.00								
Live With Kelly	DT	M-F	\$245.00					1			1
9:00 AM 10:00 AM		30	\$245.00								
Katie Couric	DT	M-F	\$375.00	1		1					2
10:00 AM 11:00 AM		30	\$750.00								
Highly pre-emptible at LUR per WSOC. Move to S3											
WSOC Noon News	DT	M-F	\$375.00		1						1
12:00 PM 1:00 PM		30	\$375.00								
Highly pre-emptible at LUR per WSOC. Move to S3											
The Chew	DT	M-F	\$265.00				1				1
1:00 PM 2:00 PM		30	\$265.00								
Dr. Phil	EF	M-F	\$265.00	1	1	1	1	1			5
3:00 PM 4:00 PM		30	\$1,325.00								
Dr. Oz	EF	M-F	\$600.00					1			1
4:00 PM 5:00 PM		30	\$600.00								
WSOC 5p News	EN	M-F	\$1,200.00	1							1
5:00 PM 5:30 PM		30	\$1,200.00								
Highly pre-emptible at LUR per WSOC. Move to S3											

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/4/2012 5:15:58 PM

WSOC-TV

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suzanne@mediastategies.com



# Station Order Revised Cowell for Treasurer

**Market:** Charlotte-Gastonia-Rk Hill

Estimate ID

**Flight Dates:** Monday, October 22, 2012 to Sunday, October 28, 2012

11781

**Contact:** Dave Wade

**Phone:** 704-338-9999

**Email:** Dave.Wade@wsoc-tv.com

**Fax:** 704-335-4944

**Direct:** 704-348-4633

## WSOC-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
WSOC 5:30p News	EN	M-F	30	\$1,300.00		1	1	1				3
5:30 PM 6:00 PM			30	\$3,900.00								
Highly pre-emptible at LUR per WSOC. Move to S3												
WSOC 6p News	EN	M-F	30	\$1,500.00	1	1	1	1	1			5
6:00 PM 6:30 PM			30	\$7,500.00								
Highly pre-emptible at LUR per WSOC. Move to S3												
Inside Edition	PA	M-F	30	\$850.00	1	1	1		1			4
7:00 PM 7:30 PM			30	\$3,400.00								
Highly pre-emptible at LUR per WSOC. Move to S3												
Ent Tonight	PA	M-F	30	\$850.00		1		1				2
7:30 PM 8:00 PM			30	\$1,700.00								
Highly pre-emptible at LUR per WSOC. Move to S3												
Dancing With Star	PT	M	30	\$4,800.00	1							1
8:00 PM 10:00 PM			30	\$4,800.00								
Private Practice	PT	Tu	30	\$4,500.00		1						1
10:00 PM 11:00 PM			30	\$4,500.00								
Nashville	PT	W	30	\$3,500.00			1					1
10:00 PM 11:00 PM			30	\$3,500.00								
Shark Tank	PT	F	30	\$1,500.00					1			1
8:00 PM 9:00 PM			30	\$1,500.00								
WSOC 11p News	LN	M-F	30	\$1,200.00	1	1	1	1	1			5
11:00 PM 11:35 PM			30	\$6,000.00								
Highly pre-emptible at LUR per WSOC. Move to S3												
Sunday 11p News	LN	Su	30	\$1,300.00							1	1
11:00 PM 11:35 PM			30	\$1,300.00								
Highly pre-emptible at LUR per WSOC. Move to S3												
Nightline	LF	M-F	30	\$500.00	1	1	1	1	1			5
11:35 PM 12:05 AM			30	\$2,500.00								
Highly pre-emptible at LUR per WSOC. Move to S3												
<b>Station Gross Totals</b>				<b>\$55,010.00</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>1</b>	<b>1</b>	<b>53</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/4/2012 5:15:58 PM

WSOC-TV

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suzannel@mediastrategies.com

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WSOC-TV      Charlotte-Gastonia-Rk Hill	<b>Date:</b> 9/5/2012
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I, Media Strategies and Research,being/on behalf of: Janet Cowell, a legallyqualified candidate of the Democratic politicalparty for the office of: Treasurerin the Generalelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 22, 2012			Sunday, October 28, 2012		

**Total Charges: \$55,010.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Cowell for Treasurer

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Richard Cook


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Wednesday, September 05, 2012

Date



Signature

**To Be Signed By Station Representative**



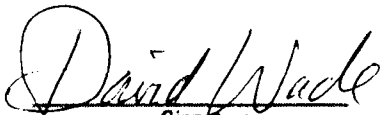
Accepted



Accepted in Part



Rejected



Signature

DAVID WADE

Printed Name

Title